

A METHOD TO DEFINE AN OPTIMAL INTEGRATED ACTION PLAN FOR  
PROCUREMENT, MANUFACTURING, AND MARKETING

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ABSTRACT OF THE DISCLOSURE

A method to define an optimal integrated action plan for procurement, manufacturing, and marketing is disclosed. In one method embodiment, the present invention accesses materials planning parameters. The present invention further accesses pricing parameters. The present  
10 invention then evaluates the materials planning parameters and the pricing parameters in conjunction to define an optimal integrated action plan for marketing and manufacturing. This plan describes procurement amounts, manufacturing amounts, and pricing for end products.